



Air Force Public Affairs Agency Air Force Media Contest Standard Operating Procedures

SOP
Published

AFMCON-001
October 2013

Notice

This guidance has been changed in its entirety for format and content. Please review the entire document.

Submission Guidance

Purpose and Scope

The Air Force Media Contest is a Public Affairs competition for Active Duty, National Guard, Reserve and Department of the Air Force civilians sponsored by the Secretary of the Air Force Office of Public Affairs and administered by the Air Force Public Affairs Agency. The purpose of the competition is to stimulate and reward excellence and professionalism in the print, graphics, photography, broadcast and musician career fields. Individuals and units receive awards for outstanding achievements in furthering Air Force and Department of Defense communication objectives. The 2013 contest is the 58th iteration of the competition.

Responsibilities

Contestants are responsible for complying with the attached guidance. Failure to follow the prescribed rules and requirements risks disqualification from the competition. Additionally, all products must be cleared for public release and at no time should any submission contain classified information.

Deadline

All contest materials must be received by the Air Force Public Affairs Agency media contest program coordinator no later than **Jan. 31, 2014**. Additionally, all entries must be sent directly from an authorized submission authority as outlined in this document.

AFPAA Addresses

For FedEx, UPS, DHL

AFPAA/HQ Suite 7000
Attn: Air Force Media Contest
3515 S. General McMullen Ave.
San Antonio, TX 78226-9853
(210) 395-1804/8348 (DSN 969)

For U.S. Postal Service

AFPAA/HQ Bldg. 171
Attn: Air Force Media Contest
2261 Hughes Ave., Suite 157
JBSA-Lackland AFB, TX 78236-9853

Reference Material

Air Force Media Contest Awards Program standard operating procedure, available online at <http://www.afpaa.af.mil/mediacontest/index.asp>.

Requesting Support

Requests for support must be routed through the authorized submission authority that will facilitate submissions to Air Force Media Contest program managers. Authorized submission authorities are listed in Table 1 of this document.

Air Force Media Contest, hosted by the Air Force Public Affairs Agency
afpaa.hq.mediacompetition@us.af.mil

Air Force Visual Information Production Awards, hosted by the Air Force Public Affairs Agency
<http://www.afpaa.af.mil>

Thomas Jefferson Awards Program, hosted by the Defense Media Activity
<http://www.dma.mil/FeaturesPages/ThomasJeffersonAwards.aspx>

Visual Information Awards Program, hosted by the Defense Information School
http://www.dinfos.dma.mil/events/viap/viap_index.aspx

Table of Contents

1.	Determining Eligibility	6
1.1.	RESPONSIBILITY	6
1.2.	OVERVIEW	6
1.3.	SPECIALTY CODE REQUIREMENT	6
1.4.	HOST NATION EMPLOYEES.....	6
1.5.	CONTRACTORS AND STARS & STRIPES EMPLOYEES.	6
1.5.1.	CONTRACTOR ASSISTANCE.	6
1.6.	DMA, JOINT/UNIFIED COMMANDS AND JTF PERSONNEL.....	6
1.7.	MAJCOM, FOA AND DRU HEADQUARTERS PERSONNEL	6
1.8.	NON-AIR FORCE PERSONNEL.....	7
1.9.	COMPETING OUTSIDE OF AWARDED SKILL CODE	7
1.9.1.	3N0X5 PHOTOJOURNALISTS	7
1.9.2.	UNIFORMED AIRMEN.....	7
1.9.3.	GUARD OR RESERVE AIRMEN THAT ALSO FILL CIVILIAN PA POSITIONS.	7
1.9.4.	CIVILIANS AND HOST NATION EMPLOYEES	7
2.	General Requirements.....	7
2.1.	INDIVIDUAL AWARDS.....	7
2.2.	UNIT AWARDS.	7
2.3.	RELEASE REQUIREMENT.....	7
2.4.	ALTERATION AND COPYRIGHT GUIDELINES.	8
2.5.	ENTRY TOPIC.	8
2.6.	PUBLICATION DATE	8
2.7.	AIR DATE.	8
2.8.	ENTRY LIMITS.	8
2.9.	SAMPLE OF WORK.....	8
2.10.	ENTRY FORMS.....	9
2.11.	REQUEST FOR CONSIDERATION	9
2.12.	INELIGIBLE ENTRIES	9
2.13.	DUPLICATE ENTRIES.....	9
2.14.	MEDIA FILE.	9
2.15.	RETURNING OF ENTRIES.	9
2.16.	FAILURE TO FOLLOW GUIDANCE.....	9
3.	Entry Authority	9
3.1.	OVERVIEW	9
TABLE 1, AUTHORIZED SUBMISSION AUTHORITIES.		9
3.2.	DEPLOYED BROADCAST ENTRIES.....ERROR! BOOKMARK NOT DEFINED.	
3.3.	OSD AIRMEN.	9
4.	Additional Awards Consideration	10
4.1.	FORWARDING TO THE THOMAS JEFFERSON AWARDS COMPETITION.....	10
4.2.	FORWARDING TO MILPHOG, MILVID AND MILGRAPH COMPETITIONS.	11
4.3.	FORWARDING TO THE VISUAL INFORMATION PRODUCTION AWARDS (VIPA) COMPETITION	11
4.4.	FORWARDING OF MUSIC RECORDINGS.	11
5.	Competition Timeline	11
5.1.	SUBMISSION DEADLINE	11
5.2.	DATE OF CREATION.....	11
6.	Air Force Media Contest Categories And Entry Guidelines	11
6.1.	OVERVIEW	12
7.	Web, Print And New Media Categories [01 - 13].....	12
7.1.	GENERAL GUIDELINES	12
7.2.	CATEGORY 01: WEB-BASED PUBLICATION.	12
7.3.	CATEGORY 02: WEBSITE.	12

7.4.	CATEGORY 03: NEWS ARTICLE.....	13
7.5.1.	CATEGORY 04: FEATURE ARTICLE.	13
7.6.	CATEGORY 05: COMMENTARY.....	14
7.7.	CATEGORY 06: SPORTS ARTICLE.....	14
7.8.	CATEGORY 07: SERIES.....	15
7.9.	CATEGORY 08: PHOTOJOURNALISM.....	15
7.10.	CATEGORY 09: OUTSTANDING INITIATIVE IN NEW MEDIA	15
7.11.	CATEGORY 10: OUTSTANDING BLOG.....	16
7.12.	CATEGORY 11: OUTSTANDING NEW WRITER	17
7.13.	CATEGORY 12: AIR FORCE MILITARY PRINT JOURNALIST OF THE YEAR	17
7.14.	CATEGORY 13: AIR FORCE CIVILIAN PRINT JOURNALIST OF THE YEAR.....	18
8.	Graphics Categories [14 - 17]	19
8.1.	GENERAL GUIDELINES	19
8.2.	CATEGORY 14: GRAPHICS ILLUSTRATION	19
8.3.	CATEGORY 15: GRAPHICS ANIMATION	19
8.4.	CATEGORY 16: GRAPHICS LAYOUT & DESIGN.....	20
8.5.	CATEGORY 17: AIR FORCE GRAPHIC ARTIST OF THE YEAR	20
9.	Photography Categories [18 - 28].....	21
9.1.	GENERAL GUIDELINES	21
9.2.	CATEGORY 18: DOCUMENTATION PHOTOGRAPHY (COMBAT OR NON-COMBAT).....	21
9.3.	CATEGORY 19: NEWS PHOTOGRAPHY	21
9.4.	CATEGORY 20: FEATURE PHOTOGRAPHY.....	22
9.5.	CATEGORY 21: SPORTS PHOTOGRAPHY	22
9.6.	CATEGORY 22: PORTRAIT/PERSONALITY PHOTOGRAPHY	22
9.7.	CATEGORY 23: ILLUSTRATIVE PHOTOGRAPHY	22
9.8.	CATEGORY 24: PICTORIAL PHOTOGRAPHY	22
9.9.	CATEGORY 25: PICTURE STORY	23
9.10.	CATEGORY 26: OUTSTANDING NEW PHOTOGRAPHER	23
9.11.	CATEGORY 27: AIR FORCE MILITARY PHOTOGRAPHER OF THE YEAR	24
9.12.	CATEGORY 28: AIR FORCE CIVILIAN PHOTOGRAPHER OF THE YEAR.....	24
10.	Broadcasting Categories [29 - 46]	25
10.1.	GENERAL GUIDELINES	25
10.2.	CATEGORY 29: RADIO ENTERTAINMENT PROGRAM	25
10.3.	CATEGORY 30: RADIO SPOT PRODUCTION.....	26
10.4.	CATEGORY 31: RADIO NEWS REPORT.....	26
10.5.	CATEGORY 32: RADIO FEATURE REPORT	26
10.6.	CATEGORY 33: RADIO SPORTS REPORT.....	27
10.7.	CATEGORY 34: RADIO NEWSCAST	27
10.8.	CATEGORY 35: TELEVISION SPOT PRODUCTION	27
10.9.	CATEGORY 36: TELEVISION NEWS REPORT	27
10.10.	CATEGORY 37: TELEVISION FEATURE REPORT	28
10.11.	CATEGORY 38: TELEVISION SPORTS REPORT.....	28
10.12.	CATEGORY 39: LOCAL TELEVISION NEWSCAST	29
10.13.	CATEGORY 40: REGIONAL TELEVISION NEWSCAST	29
10.14.	CATEGORY 41: TELEVISION NEWSBREAK.....	29
10.15.	CATEGORY 42: OUTSTANDING NEW BROADCASTER.....	30
10.16.	CATEGORY 43: AIR FORCE MILITARY BROADCAST JOURNALIST OF THE YEAR.....	31
10.17.	CATEGORY 44: AIR FORCE CIVILIAN BROADCAST JOURNALIST OF THE YEAR	31
10.18.	CATEGORY 45: VIDEO DOCUMENTARY (COMBAT AND NON-COMBAT)	32
10.19.	CATEGORY 46: VIDEO FIELD PRODUCTION	33
11.	Music Categories [47 - 54]	33
11.1.	GENERAL GUIDELINES	33
11.2.	CATEGORY 47: OUTSTANDING RECORDING.....	33

11.3.	CATEGORY 48: OUTSTANDING RECORDING OF A SINGLE WORK	33
11.4.	CATEGORY 49: OUTSTANDING RECORDING OF AN ORIGINAL WORK.....	34
11.5.	CATEGORY 50: OUTSTANDING LARGE INSTRUMENTAL COMPOSITION/ARRANGEMENT.....	34
11.6.	CATEGORY 51: OUTSTANDING SMALL INSTRUMENTAL COMPOSITION/ARRANGEMENT	34
11.7.	CATEGORY 52: OUTSTANDING ORIGINAL POPULAR SONG.....	35
11.8.	CATEGORY 53: OUTSTANDING NEW PUBLIC AFFAIRS MUSICIAN OF THE YEAR	35
11.9.	CATEGORY 54: PUBLIC AFFAIRS MUSICIAN OF THE YEAR.....	35
12.	Judging	35
12.1.	GENERAL GUIDELINES	35
12.2.	PANEL COMPOSITION	36
12.3.	WEB CATEGORIES 01 AND 02	36
12.4.	PRINT CATEGORIES 03-08, 11, 12, 13, 42, 43 AND 44	36
12.5.	NEW MEDIA CATEGORIES 9 AND 10	36
12.6.	GRAPHICS CATEGORIES 14-17	36
12.7.	PHOTOGRAPHY CATEGORIES 18-28	37
12.8.	BROADCASTING CATEGORIES 29-41 AND 45-46	37
12.9.	MUSIC CATEGORIES 47-54	37
13.	Awards	37
14.	After Action	37
	Attachment 1, Media Contest Categories & Corresponding Dod Categories	39
	Attachment 2, Air Force Media Contest Timeline.	41
	Attachment 3, Request For Consideration.	42
	Attachment 4, File Tree Example.	44
	Attachment 5, Packaging Of Photography And Graphics Entries.	46
	Attachment 6, Letter Of Authenticity.....	51
	Attachment 7, Nomination Letter Template.	52
	Attachment 8, Packaging Broadcast Entries.	53
	Attachment 9, Packaging Music Entries.	55
	AIR FORCE PUBLIC AFFAIRS AGENCY ADDRESS.....	60

1. Determining eligibility

1.1. **Responsibility.** Contestants are responsible for ensuring that entries meet eligibility criteria and established guidelines as outlined in this document. If a discrepancy arises, Air Force Media Contest program coordinators will make the final determination of eligibility.

1.2. **Overview.** Individuals are eligible to compete in the Air Force Media Contest if he or she is an Active Duty, Air Force Reserve or Air National Guard uniformed Airman or a Department of the Air Force civilian employee enrolled in a public affairs career program and performs public affairs duties at any skill level under the guidelines of the DoD 5040- and 5120-series and Air Force 35-series instructions. Individual entries will be submitted through the Airman's unit of assignment as of Dec. 31, 2013, regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.

1.3. **Specialty code requirement.** Individuals are eligible to compete in the Air Force Media Contest if they possess one of the following specialty codes:

1.3.1. Enlisted: 3N0XX, 3N1XX or 3N2XX

1.3.2. Officer: 35PX or 35BX

1.3.3. Civilian: 10XX, 1001, 1020 or 1084

1.4. **Host-nation employees.** Host-nation employees performing an Air Force public affairs function may compete in all categories open to DAF civilians that are commensurate with their assigned position description. However, no host-nation employee winner(s) will be forwarded to the Thomas Jefferson awards program, in accordance with established guidance.

1.5. **Contractors and Stars & Stripes employees.** Contractors and personnel assigned to the Stars & Stripes newspaper are not eligible to compete in the Air Force Media Contest.

1.5.1. **Contractor assistance.** Products produced with the assistance of government contract employees are eligible to compete in the media contest. However, contractor employees will not be recognized individually for their contributions.

1.6. **DMA, joint/unified commands and JTF personnel.** The Air Force will not judge civilian or unit awards from the Defense Media Activity, joint/unified commands, other defense agencies or joint task forces.

1.6.1. **Deployed personnel.** For the purpose of the Air Force Media Contest, deployed broadcast networks (i.e., American Forces Network Afghanistan) are not considered a part of DMA. These submissions must be made through ACC. All other deployed personnel will submit individual entries through their home stations and major commands. Unit awards for deployed locations will be submitted through ACC.

1.7. **MAJCOM, FOA and DRU headquarters personnel.** To preserve impartiality, MAJCOM, FOA and DRU headquarters personnel may only compete if the majority of judges

come from outside the headquarters. Competitors may not be a judge if they are competing in any category of the media contest.

1.8. **Non-Air Force personnel.** Personnel from other branches of the military are not allowed to compete for individual media contest awards. These individuals should submit work to their respective service's competition.

1.9. **Competing outside of awarded skill code.**

1.9.1. **3N0X5 Photojournalists.** Airmen previously awarded the 3N0X1, Print Journalist or 3N0X4, Photographic Journalist, AFSC who transitioned to Air Force specialty code 3N0X5, Photojournalist, are not restricted from competing in any media contest category.

1.9.2. **Uniformed Airmen.** Uniformed public affairs Airmen in the grade of E-6 and below and musicians in the grade of E-7 and below are eligible to compete outside of their core specialty codes. For example, photojournalists may submit photos, stories and broadcast segments; broadcasters may submit stories and photographs; musicians may submit stories, photographs and broadcast segments.

1.9.3. **Guard or Reserve Airmen that also fill civilian PA positions.** Guard or Reserve personnel that also fill a Department of the Air Force civilian public affairs position are restricted to one entry per category. At no time may a competitor submit an entry as a Guard or Reserve Airman and civilian PA specialist in the same category.

1.9.4. **Civilians and host-nation employees.** Public affairs civilians and host-nation employees must compete in categories commensurate with their job series or position description.

2. **General requirements**

2.1. **Individual awards.** Individual awards are for products created by a single person performing the majority of the work. While competition judges recognize that individuals do not always write, edit, publish, produce, design, compose, arrange or record alone, individual award categories must be for a single contributor. Individual entries must be submitted through the Airman's unit of assignment as of Dec. 31, 2013, regardless of where the product was created.

2.2. **Unit awards.** Unit awards are for products created by more than one person, where a group is acknowledged for the work. Unit awards recognize the significant contributions of between two and five significant contributors. Unit awards must be submitted through the organization where the product was produced.

2.3. **Release requirement.** The installation Public Affairs Officer must clear all entries for public release where the product was created. This review must be certified by the installation PAO on the contest entry form. Failure to follow this requirement may result in disqualification of the entry.

2.4. **Alteration and copyright guidelines.** All submissions that include images or music must conform to applicable Air Force, DoD and federal copyright infringement guidelines. Additionally, photographs must conform to the ethical policies outlined in DoD Instruction 5040.2, enclosure 10, and be approved for public release by an installation commander or Public Affairs Officer. Any alteration of official imagery is strictly prohibited. This includes strokes and text on photographs.

2.5. **Entry topic.** All entries must have been produced for military purposes as part of official public affairs duties. Submissions must contribute to Air Force or DoD communication objectives and meet the highest standards of production, execution and professional excellence.

2.6. **Publication date.** Where required, the publication date is the date/month/quarter that the product was published as an internal communication product.

2.7. **Air date.** The air date is the first date that the product was broadcast or cablecast to an internal audience.

2.8. **Entry limits.** The following entry limitations are in place for the media contest:

2.8.1. MAJCOMs, FOAs, DRUs and DMA may submit only one entry per category.

2.8.2. With the following exceptions, no single product may be entered into more than one category of the competition:

2.8.2.1. Print categories 11, 12 and 13

2.8.2.2. Graphics categories 16 and 17

2.8.2.3. Photography categories 26, 27 and 28

2.8.2.4. Broadcast categories 42, 43 and 44

2.8.2.5. Music categories 53 and 54

2.8.3. Unit entries may be considered for Web and Print categories 01, 02, 07, 09 and 10 and Broadcast categories 34, 39, 40, 45 and 46 only.

2.8.4. Print category 07 and Broadcast categories 45 and 46 may be submitted as either an individual or unit award. See Attachment 1, *Media Contest Categories & Corresponding DoD Categories*, for details.

2.9. **Sample of work.** Only one example of a product is required for all categories except:

2.9.1. Print categories 07, 10, 11, 12 and 13

2.9.2. Graphics category 17

2.9.3. Photography categories 26, 27 and 28

2.9.4. Broadcast categories 42, 43 and 44

2.9.5. Music recording categories 53 and 54

2.10. **Entry forms.** An official entry form is required for all contest entries. Entries without a completed form will not be judged in the competition.

2.11. **Request for consideration.** Authorized submission authorities must include a signed request for consideration memorandum when forwarding contestants to the media contest. A template is provided in Attachment 3, *Request for Consideration*.

2.12. **Ineligible entries.** Civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films are ineligible for consideration in the media contest.

2.13. **Duplicate entries.** Identical entries may not be submitted for consideration by more than one individual or organization. Furthermore, duplicate entries may not be submitted to more than one service-level competition. For example, a broadcast entry may not be submitted to the Air Force Media Contest and the Air Force Visual Information Production Awards.

2.14. **Media file.** Use a separate media file for each entry.

2.15. **Returning of entries.** Due to the volume of submissions received, program managers cannot return entries to contestants.

2.16. **Failure to follow guidance.** Failure to follow submission guidelines may result in disqualification as determined by the program manager.

3. Entry authority

3.1. **Overview.** Submissions to the media contest must be approved by the contestant's chain of command and submitted through their respective MAJCOM, FOA, DRU or DoD activity. Authorized submission authorities are listed in Table 1, *Authorized Submission Authorities*, below. Direct submissions to Air Force media contest program managers are prohibited. Failure to follow this requirement may result in disqualification.

Table 1, Authorized Submission Authorities.

ACC	Air Combat Command	AFSPC	Air Force Space Command
AETC	Air Education & Training Command	AMC	Air Mobility Command
AFDW	Air Force District of Washington	DMA	Defense Media Activity
AFGSC	Air Force Global Strike Command	HAF	Headquarters Air Force
AFISRA	Air Force Intelligence, Surveillance and Reconnaissance Agency	NGB	National Guard Bureau
AFMC	Air Force Material Command	PACAF	Pacific Air Forces
AFRC	Air Force Reserve Command	USAF A	United States Air Force Academy
AFSOC	Air Force Special Operations Command	USAFE	United States Air Forces in Europe

3.2. **OSD Airmen.** Uniformed Airmen assigned to offices under the Secretary of Defense may compete in individual categories of the media contest through their corresponding geographic MAJCOM/FOA/DRU public affairs office. Geographic OPRs are:

- 3.2.1. Airmen assigned to United States European Command (EUCOM) and United States Africa Command (AFRICOM) submit through U.S. Air Forces in Europe (USAFE).
- 3.2.2. Airmen in United States Pacific Command (PACOM), including Alaska, submit through Pacific Air Forces (PACAF).
- 3.2.3. Airmen in United States Central Command (CENTCOM) submit through ACC.
- 3.2.4. Airmen in United States Transportation Command (TRANSCOM) submit through Air Mobility Command (AMC).
- 3.2.5. Airmen in United States Special Operations Command (SOCOM) submit through Air Force Special Operations Command (AFSOC).
- 3.2.6. Airmen in United States Strategic Command (STRATCOM) submit through Air Force Space Command (AFSPC).
- 3.2.7. Non-DMA Airmen in United States Northern Command (NORTHCOM) and United States Southern Command (SOUTHCOM) submit through AFPAA.
- 3.2.8. Airmen assigned to DMA, DMA-Atlantic or DMA-Pacific submit through their appropriate headquarters or regional headquarters to DMA.

4. Additional awards consideration

4.1. **Forwarding to the Thomas Jefferson awards competition.** As part of recognizing contestants that display the highest professionalism and excellence in the media contest, certain winners will have the opportunity to compete in the Department of Defense Thomas Jefferson awards program.

4.1.1. The following military and DAF civilian first place winners will be forwarded to compete in the Thomas Jefferson awards program:

- 4.1.1.1. Categories 01 - 13: Web and Print
- 4.1.1.2. Categories 29 - 44: Broadcasting
- 4.1.1.3. Category 11: Outstanding New Writer
- 4.1.1.4. Category 42: Outstanding New Broadcaster

4.1.2. The media contest does not have comparable categories for the following Thomas Jefferson awards categories:

- 4.1.2.1. Print category F: Outstanding Flagship Publication
- 4.1.2.2. Print category G: Outstanding Flagship Website
- 4.1.2.3. Broadcast category S: Outstanding Flagship Television Program

4.1.3. With the exception of the Television Feature Report category, category 37, which may also be submitted to the MILVID Feature Story (FEM) category, media contest entrants will not submit to any DoD-level competition that is equivalent to the DoD Thomas Jefferson awards program. For example, an entrant could not be forwarded to DoD TJ's category R, DoD Military Broadcast Journalist of the Year and enter the MILVID competition's Military Videographer of the Year category with the same entry.

4.1.3.1. DoD-level competitions with no TJ equivalent, such as photography category 20, Feature, are not prohibited from being entered. See Attachment 1, *Media Contest Categories & Corresponding DoD Categories*, note 5, for additional details.

4.1.4. Host nation employee winner(s) will not be forwarded to the Thomas Jefferson awards program, in accordance with the established program guidelines.

4.2. **Forwarding to MILPHOG, MILVID and MILGRAPH competitions.** The Air Force Media Contest does not forward winners to the DoD Military Photographer of the Year (MILPHOG), Military Videographer of the Year (MILVID) or Military Graphic Artist of the Year (MILGRAPH) competitions. Airmen are highly encouraged to submit directly to the DoD in these competitions. Contact competition program managers for details on entry eligibility.

4.3. **Forwarding to the Visual Information Production Awards (VIPA) competition.** No entries will be forwarded to the Visual Information Production Awards competition. Airmen are highly encouraged to contact Air Force-level program managers if interested in participating in this competition.

4.4. **Forwarding of music recordings.** The Air Force Media Contest recognizes outstanding Air Force music recordings and work, but does not forward award winners to a comparable DoD awards program.

5. Competition Timeline

5.1. **Submission deadline.** The Air Force Public Affairs Agency media contest program manager must receive entries **no later than January 31, 2014**. Prior to competing in the Air Force Media Contest, all submissions must have already competed in a lower-level (i.e. MAJCOM) competition. Furthermore, all submissions must come from an authorized submission authority outlined in Table 1, *Authorized Submission Authorities*. Finally, for a complete timeline of the Air Force and DoD awards competitions, refer to Attachment 2, *Air Force Media Contest Timeline*.

5.2. **Date of creation.** Entries must be authorized products published, posted, broadcast and/or recorded in one or more communication means available to an audience for public affairs purposes during the competition year.

6. Air Force Media Contest categories and entry guidelines

6.1. **Overview.** There are 54 Air Force Media Contest categories: Categories 01-13 are Web, print and new media; categories 14-17 are graphics; categories 18-28 are photography; categories 29-46 are broadcasting; and categories 47-54 are music. A summary of each category and the corresponding DoD-level awards program is available in Attachment 1, *Media Contest Categories & Corresponding DoD Categories*.

7. **Web, Print and New Media Categories [01 - 13]**

7.1. **General Guidelines.** Digital entries must be saved on a CD or DVD and have:

7.1.1. A folder organization (i.e., USAFE Public Affairs).

7.1.2. A sub-folder for each category the organization is entering (i.e., 04-Feature Article).

7.1.3. Place corresponding files in the proper sub-folder in accordance with Attachment 4, *File Tree Example*.

7.1.4. Prepare photographs in accordance with Attachment 5, *Packaging of Photography and Graphics Entries*.

7.1.5. Include a signed request for consideration memorandum indicating categories entered and PAO review. See attachment 3, *Request for Consideration*.

7.2. **Category 01: Web-based Publication.**

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category E

Specifications:

- a. Enter two issues.
- b. For the competition year, the mandatory issue date will be posted on the DINFOS website (<http://www.dinfos.dma.mil/events/tjweb/main.htm>) during the last calendar week of November 2013. If no issue was published on the mandatory issue date, enter the issue published closest to that date. The second issue may be any edition posted during the program year.
- c. Must be a product, issue or edition such as a newsletter, magazine or newspaper designed solely for the Web that can be archived. If a Web address exists for the entry, include the URL with the submission.
- d. Must submit electronic versions in Portable Document Format (PDF) form.

7.3. **Category 02: Website.**

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category H
Specifications:

- a. Content for the website must be provided by Air Force Public Affairs practitioners with overall management of the site and release authority residing within the organization. This includes MAJCOM, FOA, DRU, installation and unit websites.
- b. The website must conform to AFI 35-113, *Internal Information*; AFI 35-102, *Security and Policy Review Process*; AFI 35-107, *Public Web Communications* and applicable DoD instructions. Federal laws governing Internet-based capabilities such as Section 508 compliance must be followed as well.
- c. The URL / Web address should be included with the submission.
- d. The website must be open to the public, with no login requirements, to qualify for the Air Force Media Contest.
- e. The website will be judged as it exists on the date judging takes place.

7.4. **Category 03: News Article.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category I

Specifications:

- a. Submit a letter of authenticity from the responsible Public Affairs Officer for an entry that was published without a byline. See Attachment 6, *Letter of Authenticity*.
- b. Submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
- c. If a Web address exists for the entry, the URL should be included with the submission.
- d. News article entries must be straight news with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, where and when” of the news peg.

7.5. **Category 04: Feature Article.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category J

Specifications:

- a. Submit a letter of authenticity from the responsible Public Affairs Officer for an entry that was published without a byline. See Attachment 6, *Letter of Authenticity*.
- b. Submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
- c. If a Web address exists for the entry, the URL should be included with the submission.
- d. Feature article entries could be news features, human interest features or personality features.

7.6. Category 5: Commentary.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category M

Specifications:

- a. Submit a letter of authenticity from the responsible Public Affairs Officer for an entry that was published without a byline. See Attachment 6, *Letter of Authenticity*.
- b. Submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
- c. If a Web address exists for the entry, the URL should be included with the submission.

7.7. Category 6: Sports Article.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category N

Specifications:

- a. Submit a letter of authenticity from the responsible Public Affairs Officer for an entry that was published without a byline. See Attachment 6, *Letter of Authenticity*.
- b. Submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
- c. If a Web address exists for the entry, the URL should be included with the submission.

- d. Sports article entries may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive. Sports features are not eligible for the Feature Article categories.

7.8. **Category 7: Series.**

Category type: Unit or Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category O

Specifications:

- a. Submit a letter of authenticity from the responsible Public Affairs Officer for an entry that was published without a byline. See Attachment 6, *Letter of Authenticity*.
- b. Submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
- c. If a Web address exists for the entry, the URL should be included with the submission.
- d. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.
- e. Units may submit entries to which more than one individual contributed.

7.9. **Category 8: Photojournalism.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category P

Specifications:

- a. Entry must include two or more photographs, captions and a story by the same photojournalist.
- b. Story and photographs must have been published. All elements will be judged.
- c. No elements may be entered in any other category.
- d. Submit a PDF copy of the publication or Web page on which it appeared. If a Web address exists for the entry, the URL should be included with the submission.

7.10. **Category 9: Outstanding Initiative in New Media.**

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category S

Specifications:

- a. This category recognizes outstanding contributions in the realm of new media using social media sites to deliver strategic themes and messages through social media technology.
- b. Entries must include a background paper outlining how the social media accomplished local installation strategic objectives. Ideally, entries should include short- and long-term objectives, target audiences or communities and, if applicable, how the new media effort joined with traditional media outreach. The background paper should also include the URL or Web address for the product.
- c. As applicable, all entries must be viewable via URL addresses. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address to be judged. Content posted and subsequently removed does not qualify.
- d. All submissions should support local command initiatives and Public Affairs communication objectives.
- e. Entries must represent official command or unit content.
- f. Criteria includes launching a new community initiative via YouTube, starting a commander's blog or using social networking sites such as Flickr and Facebook to achieve communication objectives.
- g. Describe specific content available on the site. Example: If submitting a successfully produced Facebook "fan" page, note what content was offered on the site—videos, photos, particular messages—and, if applicable, how the community responded (tags, links and page messages).
- h. Personal social networking sites are ineligible.

7.11. Category 10: Outstanding Blog.**Category type:** Unit**Winner forwarding:** Yes**DoD-level category:** Thomas Jefferson Awards - Print Category T**Specifications:**

- a. This category includes "Web logs" or "blogs" designed to communicate Air Force themes, messages and other relevant information to online audiences.
- b. Entries must include a background paper outlining how the blog accomplished local installation strategic objectives. Ideally, entries should include short and long-term objectives, target audiences or communities, and if applicable, how the new media

effort fit together with traditional media outreach. The background paper should also include the URL or Web address for the product.

- c. As applicable, all entries must be viewable via URL addresses. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Blogs must have a working URL address in order to be judged. Content posted and subsequently removed does not qualify.
- d. All submissions should support local command initiatives and Public Affairs communication objectives.
- e. Entries must represent official command or unit content.
- f. Entries must include three posts, each from a different month.
- g. Personal blogs are ineligible.

7.12. Category 11: Outstanding New Writer.

Category type: Individual

Winner forwarding: Yes - Uniformed only

DoD-level category: Thomas Jefferson Awards - Print Category U

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five writing examples by the same individual. Entries must include at least one example from three of the five individual print journalism categories.
- c. Submit a certificate of authenticity from the responsible Public Affairs Officer for articles that were published without a byline. See Attachment 6, *Letter of Authenticity*.
- d. Submit digital copies of all stories from the Web pages on which they appeared (tear sheets) in PDF format. If a Web address exists for the entry, the URL should be included with the submission.
- e. This award recognizes an enlisted Airman through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU.

7.13. Category 12: Air Force Military Print Journalist of the Year.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category V

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five writing examples by the same individual. Entries must include at least one example from three of the five individual print journalism categories.
- c. Submit a certificate of authenticity from the responsible Public Affairs Officer for articles that were published without a byline. See Attachment 6, *Letter of Authenticity*.
- d. Submit digital copies of all stories from the Web pages on which they appeared (tear sheets) in PDF format. If a Web address exists for the entry, the URL should be included with the submission.
- e. This award recognizes the military journalist through the rank of technical sergeant who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories.

7.14. **Category 13: Air Force Civilian Print Journalist of the Year.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Print Category W

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five writing examples by the same individual. Entries must include at least one example from three of the five individual print journalism categories.
- c. Submit a certificate of authenticity from the responsible Public Affairs Officer for articles that were published without a byline. See Attachment 6, *Letter of Authenticity*.
- d. Submit digital copies of all stories from the Web pages on which they appeared (tear sheets) in PDF format. If a Web address exists for the entry, the URL should be included with the submission.

- e. This award recognizes the civilian journalist working within their job series who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories.

8. Graphics Categories [14 - 17]

8.1. **General Guidelines.** Digital entries must be saved on a CD or DVD and have:

8.1.1. A folder organization (i.e., ACC Public Affairs).

8.1.2. A sub-folder for each category the organization is entering (i.e., 14-Graphics Illustration).

8.1.3. Place corresponding files in the proper sub-folder in accordance with Attachment 4, *File Tree Example*.

8.1.4. Prepare photographs in accordance with Attachment 5, *Packaging of Photography and Graphics Entries*.

8.1.5. Include a signed request for consideration memorandum indicating categories entered and PAO review. See attachment 3, *Request for Consideration*.

8.2. Category 14: Graphics Illustration.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. Any freehand or electronic illustration supporting the Air Force mission.
- b. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation.
- c. If applicable, include a description of how the entry was used in a comprehensive product.
- d. Entry must be submitted as a stand-alone PDF or JPEG.
- e. If a Web address exists for the entry, the URL should be included with the submission.

8.3. Category 15: Graphics Animation.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. Any animation product supporting the Air Force mission.
- b. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation.
- c. If applicable, include a description of how the entry was used in a comprehensive product.
- d. Entry must be submitted as a stand-alone animation. For file types, follow submission guidelines outlined in Attachment 8, *Packaging Broadcast Entries*.
- e. If a Web address exists for the entry, the URL should be included with the submission.

8.4. **Category 16: Graphics Layout & Design.**

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. A single page layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources.
- b. The entry must have been created for print, video, broadcast, electronic presentation or Web display and must support the Air Force mission.
- c. Include a description of how the entry was used in a comprehensive product.
- d. Entry must be submitted as a stand-alone PDF or JPEG.
- e. If a Web address exists for the entry, the URL should be included with the submission.

8.5. **Category 17: Air Force Graphic Artist of the Year.**

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. Only civilians filling a 1001, 1020 or 1084 job series may enter.
- b. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.

- c. Entries must include five graphic art examples by the same individual. Entries must include at least one example from two of the three individual graphics categories.
- d. Prepare graphics entries in accordance with Attachment 5, *Packaging of Photography and Graphics Entries*.
- e. This award recognizes the graphic artist who exemplifies the highest standards of military graphic arts as shown by graphics imagery across a spectrum of categories.

9. **Photography Categories [18 - 28]**

9.1. **General Guidelines.** Digital entries must be saved on a CD or DVD and have:

9.1.1. A folder organization (i.e., USAFE Public Affairs).

9.1.2. A sub-folder for each category the organization is entering (i.e., 19-News Photography).

9.1.3. Place corresponding files in the proper sub-folder in accordance with Attachment 4, *File Tree Example*.

9.1.4. Prepare photographs in accordance with Attachment 5, *Packaging of Photography and Graphics Entries*.

9.1.5. Put the website address in the location block of the entry form if the photo was published on a public website.

9.1.6. Include a signed request for consideration memorandum indicating categories entered and PAO review. See attachment 3, *Request for Consideration*.

9.1.7. All photo submissions must contain a separate Microsoft Word or text document with a caption sheet. Identifying information will be removed prior to judging.

9.2. **Category 18: Documentation Photography (Combat or Non-Combat).**

Category type: Individual

Winner forwarding: No

DoD-level category: Military Photographer of the Year - Category COM

Specifications:

- a. Combat documentation depicts the U.S. military's participation in a joint or service exercise, contingency operation or real-world event.
- b. Non-combat documentation depicts any aspect of the military mission that does not qualify as Combat Documentation.

9.3. **Category 19: News Photography.**

Category type: Individual

Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category NEW
Specifications:

- a. Submission may be of a scheduled or unscheduled news event.

9.4. **Category 20: Feature Photography.**

Category type: Individual
Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category FEA
Specifications:

- a. Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence.

9.5. **Category 21: Sports Photography.**

Category type: Individual
Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category SPO
Specifications:

- a. Photograph of sports participation or of a sports-related activity.

9.6. **Category 22: Portrait/Personality Photography.**

Category type: Individual
Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category POR
Specifications:

- a. Picture that identifies and captures a subject's character.

9.7. **Category 23: Illustrative Photography.**

Category type: Individual
Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category ILL
Specifications:

- a. Photograph produced to illustrate a preconceived theme, concept or idea and does not include text or graphics. Photos of text are permissible.

9.8. **Category 24: Pictorial Photography.**

Category type: Individual
Winner forwarding: No
DoD-level category: Military Photographer of the Year - Category PIC
Specifications:

- a. Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.

9.9. **Category 25: Picture Story.**

Category type: Individual

Winner forwarding: No

DoD-level category: Military Photographer of the Year - Category PST

Specifications:

- a. Series of pictures that reveal a storyline or a single theme.
- b. Entries must include the following:
- c. A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72 ppi. Do not submit the composite layout in high resolution.
- d. Individual images used in the layout should be 10 inches at the largest dimension at a resolution no higher than 300 ppi.
- e. Strokes and text on the photos are prohibited.
- f. Every file of the Picture Story must have all of the required IPTC information, including a caption, filled out as outlined in Attachment 5, *Packing of Photography and Graphics Entries*. The same caption and title may be used for each image.
- g. File naming convention for Picture Stories:
 - 1. Element one: PS#, where # is the number of the picture story.
 - 2. Element two: VISION ID followed by a dash.
 - 3. Element three: A number identifying the location of the image in the composite story. Start with "01" on the left side and sequence images as they proceed down and to the right.
 - i. For the composite image itself, enter a "C."
 - 4. Example:
 - i. PS01ZZ999-C.jpg (Composite Image)
 - ii. PS01ZZ999-01.jpg (Components of the Composite Image)
 - iii. PS01ZZ999-02.jpg
 - iv. PS01ZZ999-03.jpg
 - v. PS01ZZ999-04.jpg
 - vi. PS01ZZ999-05.jpg

9.10. **Category 26: Outstanding New Photographer.**

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five photography examples by the same individual. Entries must include at least one example from three of the eight individual photography categories.
- c. Prepare photographs in accordance with Attachment 5, *Packing of Photography and Graphics Entries*.
- d. Enlisted Airmen through the rank of technical sergeant working in Public Affairs and DAF PA civilians working within their job series for 24 months or less may enter Category 26.
- e. This award recognizes an enlisted Airman through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU.

9.11. Category 27: Air Force Military Photographer of the Year.

Category type: Individual

Winner forwarding: No

DoD-level category: Military Photographer of the Year - Category MPY

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five photography examples by the same individual. Entries must include at least one example from three of the eight individual photography categories.
- c. Prepare photographs in accordance with Attachment 5, *Packing of Photography and Graphics Entries*.
- d. This award recognizes the military photographer through the rank of technical sergeant who exemplifies the highest standards of military photography as shown by still imagery across a spectrum of categories.

9.12. Category 28: Air Force Civilian Photographer of the Year.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must include five photography examples by the same individual. Entries must include at least one example from three of the eight individual photography categories.
- c. Prepare photographs in accordance with Attachment 5, *Packing of Photography and Graphics Entries*.
- d. This award recognizes the civilian photographer working within their job series who exemplifies the highest standards of military photography as shown by still imagery across a spectrum of categories.

10. Broadcasting Categories [29 - 46]

10.1. **General Guidelines.** MAJCOMs, FOAs, DRUs and DMA may submit only one entry per broadcasting category.

10.1.1. A folder organization (i.e., PACAF Public Affairs).

10.1.2. A sub-folder for each category the organization is entering (i.e., 29-Radio Entertainment).

10.1.3. Place corresponding files in the proper sub-folder in accordance with Attachment 4, *File Tree Example*.

10.1.4. Prepare entries in accordance with Attachment 8, *Packaging Broadcast Entries*.

10.1.5. Use a separate media file for each category entered.

10.1.6. Put the website address in the location block of the entry form if the entry was published on a public website.

10.1.7. Include a signed request for consideration memorandum indicating categories entered and PAO review. See attachment 3, *Request for Consideration*.

10.2. Category 29: Radio Entertainment Program.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category A

Specifications:

- a. Entry must be a disc jockey program of a special or regularly scheduled program.

- b. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (i.e., air-check), eliminating pre-production spots, and non-logical elements.

Duration: 15 minutes or less.

10.3. **Category 30: Radio Spot Production.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category B

Specifications:

- a. Identify the target audience of radio spot production.

Duration: 30 or 60 seconds.

10.4. **Category 31: Radio News Report.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category C

Specifications:

- a. Story must be event/mission-oriented that would be placed at or near the top of the newscast.
- b. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- c. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- d. Do not include the anchor's lead-in/tag on the medium with the story.

Duration: N/A

10.5. **Category 32: Radio Feature Report.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category D

Specifications:

- a. If used, story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

- b. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- c. Do not include the anchor's lead-in/tag on the medium with the story.

Duration: 5 minutes or less.

10.6. Category 33: Radio Sports Report.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category E

Specifications:

- a. Must relate the story to a sporting event with a military tie.
- b. If used, story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- c. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- d. Do not include the anchor's lead-in/tag on the medium with the story.

Duration: N/A

10.7. Category 34: Radio Newscast.

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category F

Specifications:

- a. Telescope out all non-news elements and products not provided by a military source.

Duration: N/A

10.8. Category 35: Television Spot Production.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category I

Specifications:

- a. Identify the target audience of the television spot production.

Duration: 30 or 60 seconds.

10.9. Category 36: Television News Report.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category J

Specifications:

- a. Entries must be a mission or event oriented news story that would be placed at or near the top of the newscast.
- b. Do not include the anchor's studio story lead-in/tag.
- c. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- d. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- e. If story font information is not on the entry, include it on the lead-in/tag sheet.

Duration: N/A

10.10. Category 37: Television Feature Report.

Category type: Individual

Winner forwarding: Yes - Thomas Jefferson Awards competition only

DoD-level category 1: Thomas Jefferson Awards - Broadcast Category K

DoD-level category 2: Military Videographer of the Year - Category FEM

Specifications:

- a. Do not include the anchor's studio story lead-in/tag.
- b. If used, story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- c. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- d. If story font information is not on the entry, include it on the lead-in/tag sheet.

Duration: 5 minutes or less.

10.11. Category 38: Television Sports Report.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category L

Specifications:

- a. Must relate the story to a sporting event with a military tie.

- b. If used, story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- c. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- d. Do not include the anchor's lead-in/tag on the medium with the story.
- e. If story font information is not on the entry, include it on the lead-in/tag sheet.

Duration: N/A

10.12. Category 39: Local Television Newscast.

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category M

Specifications:

- a. Must be targeted toward a local audience.
- b. Telescope out all products not provided by a military source.

Duration: 2 minutes or more.

10.13. Category 40: Regional Television Newscast.

Category type: Unit

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category N

Specifications:

- a. Must be regional- or network-wide in scope and target a regional audience.
- b. Telescope out all products not provided by a military source.

Duration: 2 minutes or more.

10.14. Category 41: Television Newsbreak.

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category O

Specifications:

- a. Must be a self-contained news, feature or sports story or an anchored mini-newscast.
- b. If entry is a story packaged in a donut, the donut must be included on the entry.

- c. Spots shorter than 60-seconds are not eligible.
- d. Telescope out all products not provided by a military source.

Duration: Between 60 and 120 seconds.

10.15. **Category 42: Outstanding New Broadcaster.**

Category type: Individual

Winner forwarding: Yes – Uniformed only

DoD-level category: Thomas Jefferson Awards - Broadcast Category Q

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.
- c. Entrants assigned to full-service outlets may enter radio and television products.
- d. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
- e. Entries must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first air date and location aired. Attach run sheet to the entry form.
- f. Audio and video entries should be submitted on a single disc.
- g. Submit entire entry as audio only if all media submitted is audio only. Otherwise, submit all entries as a video entry.
- h. There must be three seconds of silence between each audio product, whether submitted as an all-audio or all-video entry. Do not include any further slugs between examples.
- i. This award recognizes an enlisted Airman through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU.

Duration: Total time for entries must not exceed 15 minutes.

10.16. **Category 43: Air Force Military Broadcast Journalist of the Year.**

Category type: Individual

Winner forwarding: Yes - Thomas Jefferson Awards competition only

DoD-level category 1: Thomas Jefferson Awards - Broadcast Category R

DoD-level category 2: Military Videographer of the Year - Category FEM

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.
- c. Entrants assigned to full-service outlets may enter radio and television products.
- d. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
- e. Entries must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first air date and location aired. Attach run sheet to the entry form.
- f. Audio and video entries should be submitted on a single disc.
- g. Submit entire entry as audio only if all media submitted is audio only. Otherwise, submit all entries as a video entry.
- h. There must be three seconds of silence between each audio product, whether submitted as an all-audio or all-video entry. Do not include any further slugs between examples.
- i. This award recognizes the military journalist through the rank of technical sergeant whose products represent the highest standards of military broadcasting while communicating command information to the internal audience.

Duration: Total time for entries must not exceed 15 minutes.

10.17. **Category 44: Air Force Civilian Broadcast Journalist of the Year.**

Category type: Individual

Winner forwarding: Yes

DoD-level category: Thomas Jefferson Awards - Broadcast Category S

Specifications:

- a. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format. See Attachment 7, *Nomination Letter Template*.
- b. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.
- c. Entrants assigned to full-service outlets may enter radio and television products.
- d. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
- e. Entries must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first air date and location aired. Attach run sheet to the entry form.
- f. Audio and video entries should be submitted on a single disc.
- g. Submit entire entry as audio only if all media submitted is audio only. Otherwise, submit all entries as a video entry.
- h. There must be three seconds of silence between each audio product, whether submitted as an all-audio or all-video entry. Do not include any further slugs between examples.
- i. This award recognizes the civilian journalist working within his or her job series whose products represent the highest standards of military broadcasting while communicating command information to the internal audience.

Duration: Total time for entries must not exceed 15 minutes.

10.18. **Category 45: Video Documentary (Combat and Non-Combat).**

Category type: Unit and Individual

Winner forwarding: No

DoD-level category: Military Videographer of the Year - Categories COM & DOC

Specifications:

- a. **Combat Documentary:** Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage that depicts the U.S. military in connection with a joint or service contingency operation, or real-world, combat-oriented event.
- b. **Documentary:** Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage that depicts any aspect(s) of the military mission that does not meet the combat documentary criteria.

- c. The entry should be composed primarily of uncontrolled activities.

10.19. Category 46: Video Field Production.

Category type: Unit and Individual

Winner forwarding: No

DoD-level category: Military Videographer of the Year - Category FPR

Specifications:

- a. Submit a field production based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the producer.
- b. Entries should be scripted and storyboarded before shooting.

11. Music Categories [47 - 54]

11.1. General Guidelines. Music category entries should be submitted by the individual's unit of assignment as of Dec. 31, 2012.

11.1.1. Entries must have been produced during the contest calendar year. Score sheets are not required.

11.1.2. Prepare entries in accordance with Attachment 9, *Packaging Music Entries*.

11.1.3. Include a signed request for consideration memorandum indicating categories entered and PAO review. See attachment 3, *Request for Consideration*.

11.1.4. Additional product submission guidance will be provided by the SAF/PA Chief of Music and the AFPAA Band Support Division.

11.2. Category 47: Outstanding Recording.

Category type: Unit

Winner forwarding: No

DoD-level category: None

Specifications:

- a. This award is for the outstanding recording of an entire album (either CD or downloadable) produced during the previous calendar year. All tracks on the album will be judged based on the performance of the ensemble and on the recording/editing quality, as well as on how the package collectively supports Air Force messaging. This includes (but is not limited to) music selection, album cover, and liner notes.

11.3. Category 48: Outstanding Recording of a Single Work.

Category type: Unit

Winner forwarding: No

DoD-level category: None
Specifications:

- a. This award is for the outstanding recording of a single musical track (either CD or downloadable) produced during the previous calendar year. The work can be an original arrangement / composition, or a published work, and can have been previously recorded by another ensemble. The submission will be judged based on the performance of the ensemble, the recording/editing quality, and how any associated liner notes collectively support Air Force messaging.

11.4. Category 49: Outstanding Recording of an Original Work.

Category type: Unit
Winner forwarding: No
DoD-level category: None
Specifications:

- a. This award is for the outstanding recording of a single musical track (either CD or downloadable) produced during the previous calendar year, and is limited to original musical works; the work must be a new composition or arrangement that has not been previously recorded by another ensemble. Judging will be based on the performance of the ensemble, the recording/editing quality, and how the submitted work supports Air Force messaging.

11.5. Category 50: Outstanding Large Instrumental Composition/Arrangement.

Category type: Individual
Winner forwarding: No
DoD-level category: None
Specifications:

- a. This award is for a new, original composition or arrangement written during the previous calendar year for Concert Band. Solo, vocal, or chamber works with concert band accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted.

11.6. Category 51: Outstanding Small Instrumental Composition/Arrangement.

Category type: Individual
Winner forwarding: No
DoD-level category: None
Specifications:

- a. This award is for a new, original composition or arrangement written during the previous calendar year for any ensemble other than Concert Band. There is neither a

time limit on the length of entries, nor is there a limit on the number of movements. Judging will be based on the originality, creativity, audience appeal, and how it represents the prescribed genre, target audience and mission. Recording quality will not be a primary factor considered in the judging process. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted.

11.7. Category 52: Outstanding Original Popular Song.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. This award is for a new, original popular song (to include music and lyrics) written by a member of the Air Force during the previous calendar year for any ensemble. The work will be judged on the originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.

11.8. Category 53: Outstanding New Public Affairs Musician of the Year.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grades E-6 and below performing Air Force public affairs musician duties for 24 months or less as certified by the submitting unit. This award is submitted on AF Form 1206 with no categories and a maximum of 15 bullets. The intent is to focus on primary duty (music) and its impact on both the Air Force mission and the public.

11.9. Category 54: Public Affairs Musician of the Year.

Category type: Individual

Winner forwarding: No

DoD-level category: None

Specifications:

- a. This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grades E-7 and below performing with an Air Force band. This award is submitted on AF Form 1206 with no categories and a maximum of 15 bullets. The intent is to focus on primary duty (music) and its impact on both the Air Force mission and the public.

12. Judging

12.1. General Guidelines. MAJCOM, FOA, DRU and the DMA Air Force Production Directorate staffs, as well as entries within their geographic region outlined above, will select the

single best entry in each category for submission to the Air Force Media Contest. To be considered, entries must arrive at AFPAA no later than Jan. 31, 2014.

12.2. Panel Composition. All entries will be judged by at least three judges in the areas of professional excellence, originality and support of internal information themes and objectives.

12.3. Web Categories 01 and 02. Judges will adhere to the following criteria to select the winning entries for these Web-based competitions.

12.3.1. Content.

12.3.2. Professional excellence.

12.3.3. Support of internal information objectives.

12.3.4. Design.

12.3.5. Overall value to the reader.

12.4. Print Categories 03-08, 11, 12, 13, 42, 43 and 44. Judges will adhere to the following criteria to select winning entries for these print competitions.

12.4.1. Lead.

12.4.2. Transition.

12.4.3. Body.

12.4.4. Conclusion.

12.4.5. Mechanics (grammar, etc.).

12.4.6. Overall value to the reader.

12.4.7. Print judges should evaluate photos in category 8, photojournalism, using photography criteria and how well imagery complements copy to tell the story.

12.5. New Media Categories 9 and 10. Judges will adhere to the following criteria to select the winning entries for these new-media competitions.

12.5.1. Content.

12.5.2. Professional excellence.

12.5.3. Support of command initiatives and communication objectives.

12.5.4. Overall value to the reader.

12.6. Graphics Categories 14-17. Judges will adhere to the following criteria to select the winning entry of graphics competitions.

12.6.1. Composition/design.

12.6.2. Impact/effect on communication goals.

12.6.3. Technical proficiency.

12.6.4. Appropriate use of medium.

12.6.5. Originality.

12.7. Photography Categories 18-28. Judges will adhere to the following criteria to select winning entries in photography competitions.

12.7.1. Composition.

12.7.2. Impact.

12.7.3. Storytelling.

12.7.4. Caption/cutline.

12.8. Broadcasting Categories 29-41 and 45-46. Judges will adhere to the following criteria to select winning entries in broadcasting competitions.

12.8.1. Value to the audience.

12.8.2. Script/message effectiveness.

12.8.3. Creativity.

12.8.4. Technical quality.

12.8.5. Voice/diction/camera presence.

12.9. Music Categories 47-54. Judging of music competitions will be coordinated and arranged by the AFPAA Band Support Division and the SAF/PA Chief of Music.

13. Awards

13.1. Awards may be earned in all 54 categories.

13.2. No award will be given in categories where judges deem that no entry met program standards.

13.3. There are two types of awards: unit and individual.

13.4. Unit awards recognize the efforts of more than one contributor. Plaques will be presented to units that place first in a category. Certificates of achievement will be presented to significant contributors involved in developing the product. Significant contributors are limited to five.

13.5. Individual awards recognize the effort of one contributor. Plaques will be awarded to individuals that place first in a category.

13.6. Second and third place finishers will receive certificates of achievement.

13.7. Air Force Recognition Ribbon: First-place winners of categories 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 and 54 are eligible to wear the Air Force Recognition Ribbon in accordance with AFIs 36-2803 and 36-2805. Only one award of the Recognition Ribbon is allowed per individual per contest year.

14. After Action

14.1. SAF/PA will announce media contest winners.

14.2. AFPAA will:

14.2.1. Prepare all letters, certificates and plaques and forward them to winning units for presentation.

14.2.2. Provide judges' comments and summary remarks to submitting MAJCOMs for their use and dissemination.

Attachment 1, Media Contest Categories & Corresponding DoD Categories

Group	Air Force Media Contest Award Category	TJ Category (P)rint (B)roadcast	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
Web/Print	01. Web-based Publication	(P) C	-	N	Y	N	Y
	02. Website	(P) F	-	N	Y	N	Y
	03. News Article	(P) G	-	N	N	N	Y
	04. Feature Article	(P) H	-	N	N	N	Y
	05. Commentary	(P) I	-	N	N	N	Y
	06. Sports Article	(P) H	-	N	N	N	Y
	07. Series	(P) J	-	N	Y/N Note 2	Y	Y
	08. Photojournalism	(P) K	-	N	N	N Note 3	Y
	09. Outstanding Initiative in New Media	(B) O	-	N	Y	N	Y
	10. Outstanding Blog	(P) F	-	N	Y	Y	Y
	11. Outstanding New Writer	(P) N	-	N	N Note 6	Y	Y
	12. AF Military Print Journalist of the Year	(P) O	-	N	N	Y	Y
	13. AF Civilian Print Journalist of the Year	(P) P	-	N	N	Y	Y
	14. Graphics Illustration	-	-	N	N	N	Y
	15. Graphics Animation	-	-	N	N	N	Y
Graphics	16. Graphics Layout & Design	-	-	N	N	N	Y
	17. AF Graphic Artist of the Year	-	-	N	N	Y	N
	18. Documentation (Combat/Non-Combat)	-	COM (Combat Only)	Y	N	N	N Note 4
	19. News	(P)L	-	N	N	N	N Note 4
Photography	20. Feature	(P)M	-	N	N	N	N Note 4
	21. Sports	-	SPO	Y	N	N	N Note 4
	22. Portrait/ Personality	-	POR	Y	N	N	N Note 4
	23. Illustrative	-	ILL	Y	N	N	N Note 4
	24. Pictorial	-	PIC	Y	N	N	N Note 4
	25. Picture Story	-	PST	Y	N	N	N Note 4
	26. Outstanding New Photographer	-	-	N	N	Y	N Note 4
	27. AF Military Photographer/Year	-	MPY	Y	N	Y	N Note 4
	28. AF Civilian Photographer/Year	-	-	N	N	Y	N Note 4
	29. Radio Entertainment Program	(B) A	-	N	N	N	Y
	30. Radio Spot Production	(B) B	-	N	N	N	Y

Group	Air Force Media Contest Award Category	TJ Category (P)Print (B)roadcast	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
Broadcasting	31. Radio News Report	(B) C	-	N	N	N	Y
	32. Radio Feature Report	(B) D	-	N	N	N	Y
	33. Radio Sports Report		-	N	N	N	Y
	34. Radio Newscast	(B) F	-	N	Y	N	Y
	35. TV Spot Production	(B) I	-	N	N	N	Y
	36. TV News Report	(B) J	-	N	N	N	Y
	37. TV Feature Report	(B) K	FEM	Y Note 5	N	N	Y
	38. TV Sports Report		-	N	N	N	Y
	39. Local TV Newscast	(B) M	-	N	Y	N	Y
	40. Regional TV Newscast		-	N	Y	N	Y
	41. TV Newsbreak		-	N	N	N	Y
	42. Outstanding New Broadcaster	(B) Q	-	N	N Note 6	Y	Y
	43. AF Military Broadcast Journalist of the Year	(B) R	MVY	N	N	Y	Y
	44. AF Civilian Broadcast Journalist of the Year	(B) S	-	N	N	Y	Y
	45. Video Documentary	-	COM/DOC	Y	Y/N Note 2	N	N
	46. Video Field Production	-	FPR	Y	Y/N Note 2	N	N
	47. Outstanding Recording	-	-	N/A	Y	N	N
	48. Outstanding Recording of a Single Work	-	-	N/A	Y	N	N
	49. Outstanding Recording of an Original Work	-	-	N/A	Y	N	N
	50. Outstanding Large Instrumental Composition/Arrangement	-	-	N/A	N Note 7	N	N
Music	51. Outstanding Small Instrumental Composition/Arrangement	-	-	N/A	N Note 7	N	N
	52. Outstanding Popular Song	-	-	N/A	N Note 7	N	N
	53. Outstanding New PA Musician	-	-	N/A	N	Y	N
	54. PA Musician of the Year	-	-	N/A	N	Y	N

Notes:

1. See submission requirements for the DoD Visual Information Awards Program
2. May be an individual or unit award
3. Requires a print story and associated photographs
4. Must be cleared for public release
5. Contestants must enter MILVID directly; cat. 37 winner will be forwarded to the TJ awards program
6. Civilians may compete, but only a winning uniformed entry will be forwarded to the TJ awards program
7. The individual entering the contest must accomplish the majority of work

Attachment 2, Air Force Media Contest Timeline.

December 2013	AFPAA selects competition judges
Dec. 31, 2013	Entry creation window closes
January 2014	FOA/DRU/MAJCOMs facilitate judging
Jan. 31, 2014	FOA/DRU/MAJCOM entries due to AFPAA for Air Force Media Contest
Feb. 6-20, 2014	AFPAA facilitates Air Force Media Contest judging
March 7, 2014	Air Force winners announced
March 14, 2014	Air Force entries due to DINFOS for Thomas Jefferson awards program
March 21, 2014	Air Force Media Contest judge comments distributed
April 7-11, 2014	DINFOS facilitates Thomas Jefferson awards judging
April 18, 2014	Air Force Media Contest plaques and certificates distributed
April 18, 2014	DoD Thomas Jefferson award winners announced
April 21-25, 2014	DoD Thomas Jefferson awards program judge comments distributed
May 9, 2014	DoD Communicators of Excellence awards ceremony

Attachment 3, Request for Consideration.



DEPARTMENT OF THE AIR FORCE HEADQUARTERS UNITED STATES AIR FORCE

DD Month YYYY

MEMORANDUM FOR AIR FORCE PUBLIC AFFAIRS AGENCY

FROM: MAJCOM/DRU/FOA
ADDRESS

SUBJECT: Request for Air Force Media Contest Consideration

1. (Name of MAJCOM/DRU/FOA) is submitting the following entries for consideration in the (2013) Air Force Media Contest.

Category 01:	bloodlines monthly.pdf (www.basename.af.mil/media/undead/june2013)
Category 02:	www.basename.af.mil
Category 03:	"Vampires attack a Forks High School teen"
Category 04:	No entry
Category 05:	No entry
Category 06:	"Vampires and werewolves both key team members"
Category 07:	No entry
Category 08:	No entry
Category 09:	No entry
Category 10:	No entry
Category 11:	SrA Jacob Black
Category 12:	No entry
Category 13:	No entry
Category 14:	No entry
Category 15:	No entry
Category 16:	No entry
Category 17:	No entry
Category 18:	YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 19:	YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 20:	No entry
Category 21:	YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 22:	No entry
Category 23:	No entry
Category 24:	No entry
Category 25:	PS01ZZZ99-C.jpg PS01ZZZ99-1.jpg

PS01ZZZ99-2.jpg
PS01ZZZ99-3.jpg
PS01ZZZ99-4.jpg
PS01ZZZ99-5.jpg
PS01ZZZ99-6.jpg

Category 26: No entry
Category 27: No entry
Category 28: No entry
Category 29: No entry
Category 30: "Anger Management for Werewolves" (RT :30)
Category 31: "Local teen saves vampire from suicide attempt" (RT :42)
Category 32: No entry
Category 33: No entry
Category 34: No entry
Category 35: "Be safe—a vampire is not a guardian angel" (RT :30)
Category 36: No entry
Category 37: No entry
Category 38: "Werewolf-vampire faceoff" (RT 15:00)
Category 39: No entry
Category 40: No entry
Category 41: No entry
Category 42: SSgt Edward Cullen (RT: 13:15)
Category 43: No entry
Category 44: No entry
Category 45: No entry
Category 46: No entry
Category 47: No entry
Category 48: No entry
Category 49: No entry
Category 50: No entry
Category 51: No entry
Category 52: No entry
Category 53: No entry
Category 54: No entry

2. I, (PAO rank, courtesy title, full name, job title), certify that the above content has been reviewed and is cleared for public release.

3. For additional information regarding these entries, I can be contacted at (phone and email).

FULL NAME, Rank, USAF
Job Title

Attachment 4, File Tree Example.

- a. **General Guidelines.** Digital entries must be saved on a CD or DVD and have:
- b. A folder organization (i.e., USAFE Public Affairs)
- c. A sub-folder for each category the organization is entering (i.e., 04-Feature Article)
- d. Place corresponding files in the proper sub-folder as depicted below.

USAFE Public Affairs


USAFE Letter of Transmittal.doc

01 – Web-based Publication

 Bloodlines Monthly.pdf

 USAFE Category 01 Entry Form.pdf

02 – Website


 USAFE Category 02 Entry Form.pdf


03 – News Article

 USAFE Category 03 Entry Form.pdf

 Vampires attack a Forks High School teen.pdf

06 – Sports Article

 USAFE Category 06 Entry Form.pdf

 Vampires and werewolves both key team members.pdf

11 – Outstanding New Writer


 SrA Jacob Black Biography.doc

 SrA Jacob Black Example 1-Sports.pdf

 SrA Jacob Black Example 2-News.pdf

 SrA Jacob Black Example 3-Commentary.pdf

 SrA Jacob Black Example 4-News.pdf


 SrA Jacob Black Example 5-Feature.pdf


 SrA Jacob Black Nomination.pdf

 SrA Jacob Black Photograph.jpg


 USAFE Category 11 Entry Form.pdf


18 – Documentation (Combat or Non-Combat) Photograph

 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)


 USAFE Category 18 Entry Form.pdf


19 – News Photograph

 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)





























 USAFE Category 19 Entry Form.pdf

21 – Sports Photograph

 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)

 USAFE Category 21 Entry Form.pdf

25 – Picture Story

-  PS01ZZ999-1.jpg (sample Picture Story format)
-  PS01ZZ999-2.jpg (sample Picture Story format)
-  PS01ZZ999-3.jpg (sample Picture Story format)
-  PS01ZZ999-4.jpg (sample Picture Story format)
-  PS01ZZ999-5.jpg (sample Picture Story format)
-  PS01ZZ999-6.jpg (sample Picture Story format)
-  PS01ZZ999-C.jpg (sample Picture Story format)
-  USAFE Category 25 Entry Form.pdf
-  30 – Radio Spot
 -  Anger management for werewolves.mp3
 -  USAFE Category 30 Entry Form.pdf
-  31 – Radio News Report
 -  Local teen saves vampire from suicide attempt.mp3
 -  USAFE Category 31 Entry Form.pdf
 -  USAFE Category 31 Lead Sheet.doc
-  35 – Television Spot Production
 -  Be safe—a vampire is not a guardian angel.mov
 -  USAFE Category 35 Entry Form.pdf
-  38 – Television Sports Report
 -  USAFE Category 38 Entry Form.pdf
 -  Werewolf-vampire faceoff.mov
-  42 – Outstanding New Broadcaster
 -  SSgt Edward Cullen Biography.doc
 -  SSgt Edward Cullen Entry.mov
 -  SSgt Edward Cullen Nomination.pdf
 -  SSgt Edward Cullen Photograph.jpg
 -  USAFE Category 43 Entry Form.pdf
 -  USAFE Category 43 Run Sheet.doc

Attachment 5, Packaging of Photography and Graphics Entries.

Note: Revised from Department of Defense Military Photographer of the Year guidelines

A. General Guidelines

1. Digital entries should be saved to a CD or DVD in JPEG format with a quality level of 10 (quality level of 10 if the scale is 0 to 10). The organization of the disc should be as follows:
 - a. Image should be 10 inches at the largest dimension at a resolution of no higher than 300 dpi.
 - b. For photographs, ensure the “.jpg” extension is placed on the end of the file.
 - i. Name file by VIRIN: YYMMDD-X-ZZ999-XXX.
 - c. A folder for the organization (i.e., USAFE Public Affairs).
 - d. A sub-folder for each category the organization is entering (i.e., 19-News Photograph).
 - e. Place the corresponding file(s) in the correct sub-folder.
2. Color or black and white entries are acceptable in all categories.
3. Do not include a credit line or any other information that might identify the entrant. This information must be entered into the applicable International Press Telecommunications Council (IPTC) field.
4. All pictures will contain captions with the Visual Information Record Identification Number (VIRIN) removed.

B. Captions

1. Captions should be written as prescribed below:
 - a. Action. The first sentence of the caption describes the action in the photo, in present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank and unit of assignment (do not include hometowns).
 - b. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the Air Force or DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.
 - c. Do not include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used.
 - d. An example of a proper caption: “Air Force Honor Guard members carry the remains of Col. Wendell Keller of Fargo, N.D., and Capt. Virgil Meroney of Fayetteville,

Ark., Oct. 18, 2012, at Ronald Reagan National Airport in Washington, D.C. Keller and Meroney were the crew of an F-4D Phantom II aircraft that went down March 1, 1969, while carrying out a nighttime strike mission in Khammouan province, Laos.”

C. Electronic Image Specifications

1. All caption and entry information for JPEG file submissions are to be entered into the IPTC header fields of each file as follows:
 - a. Use the FILE INFO command of Adobe Photoshop and Nikon View.
 - b. Use the captioning capabilities of SCC MediaGrid.
 - c. Use the information button of Photo Mechanic.

*** Caption sheets are required as a separate word or text file.**
2. Descriptions of the different fields that need to be filled out are listed below. Special care should be taken to ensure that entrants insert requested information into the correct fields, as field names differ between applications (see IPTC Headers Reference Chart for other Photoshop versions, SCC MediaGrid, Photo Mechanic and Nikon View).
 - a. Description
 - i. Document Title: Enter the VIRIN. NOTE: For Picture Story entries, only the composite image is required to have a VIRIN. Individual components of the layout do not need to have a VIRIN. See below for further information.
 - ii. Author: Enter the entrant’s name, rank and service (e.g., John A. Smith, TSgt, USAF).
 - iii. Author’s Title: Enter the entrant’s home unit.
 - iv. Description: Enter the caption information. Do not include byline/credit or VIRIN.
 - v. Description Writer: Leave this field blank.
 - vi. Keywords: Single word entries. Leave this blank under normal circumstances. When images show multi-service subjects, please note the services shown as individual keywords.
 - vii. Copyright Status: Leave this field blank.
 - viii. Copyright Notice: Leave this field blank.
 - ix. Copyright Info URL: Leave this field blank.
 - b. Categories
 - i. Category: Normally, this field would contain a code for the service branch of the subjects of the image. For the purposes of this competition, enter the media contest category number found in Attachment 1, *Media Contest Categories & Corresponding DoD Categories*.
 - ii. Supplemental Categories: Enter the entrant’s home unit email and phone number. Normally, this field would contain Classification and Classification

Authority information. All images submitted must be unclassified. **DO NOT** submit images that contain FOUO, confidential, secret or higher classifications.

c. IPTC Image

- i. Date Created: Enter the date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
- ii. Intellectual Genre: Leave this field blank.
- iii. IPTC Scene: Leave this field blank.
- iv. City: Enter the base or locale of the shoot.
- v. State/Province: Enter the state or province of the shoot. Use two-letter codes.
- vi. Country: Enter the country or area of the shoot. Use three-letter code. For ocean areas enter the area (i.e., IOR (Indian Ocean Region)); for aerials, use either the country code for the country being flown over or the ocean area code for the ocean being flown over.
- vii. ISO Country Code: Leave this field blank.

d. Origin

- i. Credit: Enter the unit the entrant was temporarily assigned to during the shoot (must be on official orders). If not assigned, leave blank.
- ii. Source: Enter the media used to create the entry: digital, film, drawn or multiple.
- iii. Headline: Normally, this field would contain the name of the operation or exercise. For the purposes of this competition, this field will contain the title of the entry as designated by the entrant.
- iv. Instructions: Enter the name and rank of the releasing authority (field Public Affairs Officer or installation commanding officer).
- v. Reference: Enter the MAJCOM of the unit portrayed. Either spell out the command of the unit portrayed (European Command) or use the correct acronym (EUCOM).
- vi. Urgency: Leave marked as "None."

D. File Naming Convention (VIRIN)

1. All images entered in the Air Force Media Contest must have a VIRIN assigned as follows: YYMMDD-X-ZZ999-XXX.
 - a. (YYMMDD): Date the entry was acquired or originated, in year/month/date format.
 - b. (X):
F=Uniformed member or civilian employee of the Air Force.
Z=Uniformed member of the National Guard.
 - c. (ZZ999): The VISION ID, which replaced the previously used last four and first initial of the last name, is used as a component of the VIRIN. A VISION ID is assigned to each Public Affairs professional. To obtain a VISION ID, register via the

website <https://vipro.defenseimagery.mil>. A DoD Common Access Card is required for registration.

- d. (XXX): Sequence number in which the image or work was created on the date specified. No two entries created on the same day should have the same values in this field.

Table 2, IPTC Headers Reference Chart

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS -- Document Title CS2 -- IPTC Status/Title CS1 -- Document Title PS7 -- Title	VIRIN	VIRIN	Title
CS3 -- Author CS2 -- IPTC Contact/Creator CS1 -- Author PS7 -- Author	PH Rank/Name	PH Rank/Name	Author
CS3 -- Author's Title CS2 -- IPTC Contact/Creator Job Title CS1 -- Not Used PS7 -- Author's Position	PH Home Unit	PH Home Unit	Author's Position
CS3 -- Description CS2 -- IPTC Content/Description CS1 -- Description PS7 -- Caption	Caption	Caption	Caption
CS3 -- Description Writer CS2 -- IPTC Content/Description Writer CS1 -- Description Writer PS7 -- Caption Writer	Caption Editor	Caption Editor	Caption Writer
CS3 -- Keywords CS2 -- IPTC Content/Keywords CS1 -- Keywords PS7 -- Keyword	Keywords	Keywords	Keywords
CS3 -- Category CS2 -- Categories/Category CS1 -- Category PS7 -- Category	Service Shown	Service Shown	Category
CS3 -- Supplemental Categories CS2 -- Categories/Supplemental Categories CS1 -- Supplemental Categories PS7 -- Supplemental Categories	Supplemental Category	Email/phone	Supplemental Categories
CS3 -- Date Created CS2 -- IPTC Image/Date Created CS1 -- Date Created PS7 -- Date Created	Date Shot	Not Used	Date Created
CS3 -- City CS2 -- IPTC Image/City CS1 -- City PS7 -- City	Base/Locale	Base/Locale	City
CS3 -- State/Province CS2 -- IPTC Image/State/Province CS1 -- State/Province PS7 -- State/Province	State/Province	State/Province	State/Province
CS3 -- Country CS2 -- IPTC Image/Country CS1 -- Country PS7 -- Country	Country/Area	Country/Area	Country

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS3 -- Credit CS2 -- IPTC Status/Provider CS1 -- Credit PS7 -- Credit	PH TDY Unit	PH TDY Unit	Credit
CS3 -- Source CS2 -- IPTC Status/Source CS1 -- Source PS7 -- Source	Image Source	Image Source	Source
CS3 -- Headline CS2 -- IPTC Content/Headline CS1 -- Headline PS7 -- Headline	Operation/Exercise Name	Operation/Exercise Name	Headline
PS6 -- Instructions CS2 -- IPTC Status/Instructions CS1 -- Instructions PS7 -- Instructions	Public Release Instructions	Public Release Instructions	Instructions
CS3 -- Reference CS2 -- IPTC Status/Job Identifier CS1 -- Transmission Reference PS7 -- Transmission Reference	Command Shown	Command Shown	Transmission Reference

Attachment 6, Letter of Authenticity.



DEPARTMENT OF THE AIR FORCE HEADQUARTERS UNITED STATES AIR FORCE

DD Month YYYY

MEMORANDUM FOR AIR FORCE PUBLIC AFFAIRS AGENCY

FROM: UNIT
ADDRESS
ADDRESS

SUBJECT: Air Force Media Contest Letter of Authenticity

1. (Rank/courtesy title, full name, job title, and unit) is entering a submission for Air Force Media Contest category (category number and title). Due to (succinct reason), a byline was not attached to the (article/post/etc).
2. I (PAO rank, courtesy title, full name, job title, and unit) certify that the above contest entry was published on (publish date) without a byline and is the work of the entrant.
3. For additional information regarding this entry, I can be contacted at (phone and email).

FULL NAME, Rank, USAF
Job Title

Attachment 7, Nomination Letter Template.



DEPARTMENT OF THE AIR FORCE HEADQUARTERS UNITED STATES AIR FORCE

DD Month YYYY

MEMORANDUM FOR AIR FORCE PUBLIC AFFAIRS AGENCY

FROM: UNIT
ADDRESS
ADDRESS

SUBJECT: Air Force Media Contest Nomination Letter for [Name of the Award, (Category 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 or 54)]

1. (Rank/courtesy title, full name, job title, and unit) is the (MAJCOM/FOA/DRU) nominee for [Name of the Award (Category 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 or 54)] award.
2. A copy of (nominee's) biography and official photograph are enclosed.
3. Additional contributors included (if applicable): Name, rank, position.
4. Contact information. Unit Name and complete mailing address, DSN & commercial phone numbers and fax numbers (spell out acronyms).
5. Qualifications.

FULL NAME, Rank, USAF
Job Title

- 2 Attachments:
1. Biography
 2. Official Photograph

Attachment 8, Packaging Broadcast Entries.

A. Radio Entries

- a. Audio entries must be on CD. CDs may be created to conform to the “Red Book” standard, or contain digital media files for software playback. Digital media files should be in MP3 format not less than approximately 128 bps.
- b. Entry must be included on one medium, including slug.
- c. Each radio entry must have the following elements in order:
 - 1. An audio slug with:
 - i. Entry title
 - ii. Submitting organization
 - iii. Run time
 - 2. Two seconds of silence
 - 3. The entry
- d. Music segments must be telescoped to 10 seconds or less.
- e. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians’ union and record company and synchronization rights.
- f. There must be three seconds of silence between each product for Categories 42-44. Do not include any further slates between examples.

B. Television and Video Entries

- a. Video entries must be sent on DVD. Entries must have mixed audio tracks.
- b. Entries must be sent in two formats: QuickTime H.264 and Windows Media Video (WMV) 9 Advanced. Video files can be Standard Definition or High Definition. SD should be 720x480 widescreen or standard. HD cannot exceed 1280x720.
- c. For QuickTime H.264, chose a “medium” video compression quality. Audio can be MP3, WAV or AAC with “Lossless” or “Uncompressed” quality. (Instructions are available on the Air Force Public Affairs Community of Practice).
- d. For Windows, use Windows Media Video 9 Advanced codec. Choose a variable bit rate with “medium” compression. Audio must be “Lossless” or “Uncompressed” quality.
- e. Each video entry must have the following elements in order:

1. A video slate lasting 10 seconds that includes:
 - i. Entry category
 - ii. Entry title
 - iii. Run time
 - iv. Submitting organization
 - v. Primary contributor
 2. Five seconds of black.
 3. The entry.
- f. Television News Report, Television Feature Report and Television Sports Report entries (Categories 36-38) should be “as aired” copies that include downstream fonts and graphics, if possible.
- g. There must be three seconds of silence between each product for Categories 42-44. Do not include any further slates between examples.

Attachment 9, Packaging Music Entries.

- a. Audio entries must be on CD. CDs must contain digital media files for software playback. Digital media files should be in standard CD Audio (.cda) or MP3 format, not less than approximately 128 Kbps.
- b. Submit four copies of the CD with the recording(s) directly to the AFPAA Band Support Division (addresses below):

AFPAA ADDRESSES:

For FedEx, UPS, DHL

AFPAA/HQ Suite 7000
Attn: Air Force Media Contest
3515 S. General McMullen Ave.
San Antonio, TX 78226-9853
(210) 395-1804/8348 (DSN 969)

For U.S. Postal Service

AFPAA/HQ Bldg. 171
Attn: Air Force Media Contest
2261 Hughes Ave., Suite 157
JBSA-Lackland AFB, TX 78236-9853